

Contents

<i>List of contributors</i>	x
<i>Foreword by Janet Wasko</i>	xvi

Introduction	1
THOMAS F. CORRIGAN, FRANCISCO SIERRA CABALLERO, RODRIGO GÓMEZ, AND JOAN PEDRO-CARAÑANA	

PART I

Epistemology of the political economy of media and communication 9

Introduction	11
THOMAS F. CORRIGAN	

1 Rethinking “method” in the political economy of media and communication: A realist perspective	14
THOMAS F. CORRIGAN	

2 A historical-structural approach to media research	35
ENRIQUE E. SÁNCHEZ-RUIZ	

3 Internet policy research: Critical epistemological and methodological considerations	52
ROBIN MANSELL	

4 Who knows? Feminist epistemologies, gendered labor, and a political economy of communication	70
MICKY LEE	

PART II

Institutional and structural analysis

- Introduction 85
RODRIGO GÓMEZ
- 5 With history at its core: Making a case for historical methods in critical political economy 87
MANDY TRÖGER
- 6 Political economy of communication and network analysis 102
RODRIGO GÓMEZ AND BEN BIRKINBINE
- 7 Audiovisual diversity and subscription video-on-demand services: Mapping the territory in Spain 123
JOSEP PEDRO AND LUIS A. ALBORNOZ
- 8 Measuring media pluralism in informative TV programs through a multidimensional multi-scope instrument 140
CHIARA SÁEZ BAEZA
- 9 The framework of analysis as integrative scaffolding for our research 161
ARGELIA MUÑOZ LARROA
- 10 Political economy and critical studies of advertising and media industries 180
JONATHAN HARDY

PART III

Analysis of ideology, socio-analysis, and praxis

- Introduction 203
JOAN PEDRO-CARAÑANA
- 11 Quantitative and qualitative content analysis in political economy research: A systematic review of strategies, methods, and techniques 206
FLORIAN ZOLLMANN

- 12 Elite news content (still) matters now more than ever before: Social movements, social media, elite news media, and the media dependence model 224
ANDREW KENNIS
- 13 The dialectical model of social mediation and its methods for researching the social production of communication 245
JOAN PEDRO-CARAÑANA
- 14 Structure meets agency: Political economy and ethnography 274
OLGA LUCÍA SORZANO AND TOBY MILLER
- 15 Participatory action research in political economy: Researchers' commitment to communication democratization and social justice 293
ADILSON VAZ CABRAL FILHO
- 16 A methodological proposal for the analysis of the political economy of communication from an intersectional feminist perspective 311
M. CRUZ TORNAY-MÁRQUEZ

PART IV

- Artificial intelligence and emerging challenges 323**
- Introduction 325
JOAN PEDRO-CARAÑANA
- 17 Artificial intelligence and technological accelerationism: A critique of cybernetic ideology 328
FRANCISCO SIERRA CABALLERO AND DANIELA INÉS MONJE
- Index 366*